

Salesforce Marketing-Cloud-Email-Specialist PDF Download | New Marketing-Cloud-Email-Specialist Study Materials



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Salesforce Marketing Cloud Email Specialist certification is designed for professionals who create email marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates an individual's expertise in email marketing best practices, email message design, subscriber data management, and marketing automation processes using the Salesforce Marketing Cloud. The Salesforce Marketing Cloud Email Specialist certification is ideal for email marketers, marketing automation professionals, and digital marketers who want to enhance their skills in email marketing.

Salesforce Marketing-Cloud-Email-Specialist Exam is designed to test the proficiency of individuals in using Salesforce Marketing Cloud for creating and managing email campaigns. Salesforce Certified Marketing Cloud Email Specialist certification is aimed at email marketing professionals who wish to enhance their skills and knowledge in the field of email marketing using Salesforce Marketing Cloud. Marketing-Cloud-Email-Specialist exam is intended to validate the expertise of individuals in various areas such as email design, subscriber data management, email delivery, and analytics.

New Marketing-Cloud-Email-Specialist Study Materials & New Marketing-Cloud-Email-Specialist Test Forum

PDFVCE is one of the leading platforms that has been helping Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) exam candidates for many years. Over this long time period we have helped Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) exam candidates in their preparation. They got help from PDFVCE Salesforce Marketing-Cloud-Email-Specialist Practice Questions and easily got success in the final Salesforce Marketing-Cloud-Email-Specialist certification exam. You can also trust Salesforce Marketing-Cloud-Email-Specialist exam dumps and start preparation with complete peace of mind and satisfaction.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q21-Q26):

NEW QUESTION # 21

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form. What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Answer: A

Explanation:

An API Event Entry Source is the best option to enter a subscriber into a journey as soon as they submit a form hosted by a third-party vendor. An API Event Entry Source allows a journey to be triggered by an external system or application using a REST API call. The API call can include subscriber data that can be used in the journey. A CloudPages Entry Source or a Contact Event Entry Source would not work for this scenario, as they require the form to be hosted on a CloudPage or a Marketing Cloud landing page.

NEW QUESTION # 22

Which strategy will improve email deliverability? (Choose 3)

- A. Purge old or inactive email addresses
- B. Purchase lists from companies that guarantee users have opted in
- C. Authenticate email to distinguish it from spammers
- D. Encourage subscribers to add the company's sending domain to their address books
- E. Ensure the spam complaint rate is between 1% and 3%

Answer: A,C,D

NEW QUESTION # 23

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension. What should the marketer do to ensure the data extension appears as a RecipientTest Data Extension in the Test Send menu?

- A. Create the data extension as 'Is Testable'.
- B. Associate the data extension to the Campaign.
- C. Save the data extension in the Test Folder.

Answer: A

Explanation:

Creating the data extension as 'Is Testable' is the option that ensures the data extension appears as a Recipient Test Data Extension in the Test Send menu. This option allows the marketer to use the data extension for testing purposes only, and not for actual sends. Saving the data extension in the Test Folder or associating it to the Campaign does not affect its availability for test sends.

NEW QUESTION # 24

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Engagement Split
- C. Wait Until Activity

Answer: A

Explanation:

Explanation

Einstein STO (Send Time Optimization) Activity is the correct answer. This activity allows you to send an email at the best possible time for each subscriber based on their past engagement behavior. Einstein STO uses artificial intelligence to analyze when each subscriber is most likely to open an email and schedules the send accordingly. This can help increase the engagement rate of your email by reaching your subscribers when they are most receptive. Wait Until Activity is an activity that allows you to pause a journey until a specific date or time, or until a specific attribute value changes. Engagement Split is an activity that allows you to split a journey based on how subscribers interacted with a previous email, such as opening or clicking. You can learn more about these activities in the Journey Builder Activities module on Trailhead.

NEW QUESTION # 25

Northern trail Outfitters' marketing department wants to review last year's holiday engagement to this year's engagement. What should they use to access the historical engagement data?

- A. Tracking Data extract
- B. SQL activity using data views
- C. Audit Trail extract

Answer: B

Explanation:

SQL activity using data views is a method that allows marketers to access historical engagement data from Marketing Cloud. Data views are system-generated data extensions that store tracking data for various types of events, such as email sends, opens, clicks, bounces, unsubscribes, etc. Marketers can use SQL queries to join and filter data from different data views and create custom reports or segments based on historical engagement data.

NEW QUESTION # 26

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